

## CLAIMS

What is claimed is:

1. A method for presenting a customized opt-in window, comprising the steps of:  
receiving target information from an advertiser, the target information setting forth a set of criteria used to select a user from a plurality of users to receive a selected on-line promotion;  
displaying a web page to the plurality of users, the web page having a plurality of fields for collecting user information;  
receiving the user information from each of the plurality of the users;  
comparing the user information from each of the plurality of the users to the set of criteria; and  
for each of the plurality of the users whose user information matches the set of criteria, displaying an on-line promotion from the advertiser in an opt-in window.
2. The method of claim 1, further comprising a step of validating the user information from each of the plurality of the users.
3. The method of claim 2, wherein the validating step includes the steps of:  
checking a user address against a postal service database; and  
checking a user telephone number against a telephone service provider database.
4. The method of claim 2, wherein the validating step includes the step of comparing the user's age against a predefined age range.
5. The method of claim 2, wherein the validating step includes the step of checking the user's e-mail address.
6. The method of claim 1, further comprising the step of formatting the user information from each of the plurality of the users according to a predefined standard.

7. The method of claim 1, further comprising the steps of:  
receiving at least one selection from a user who has opted in for at least one selection from the opt-in window was displayed; and  
sending a confirmation e-mail to the user who has opted in at least one selection.
8. The method of claim 7, further comprising the step of sending to the advertiser the user information of the user who has opted in at least one selection.
9. The method of claim 1, further comprising the steps of :  
using a portion of the user information to retrieve additional user data from a record; and  
assembling the additional user data into the user information.
10. The method of claim 1, further comprising the step of, if a user has opted to receive additional information from an advertiser, requesting personal information from the user and receiving the personal information from the user.
11. The method of claim 1, further comprising the steps of:  
using a portion of the user information to retrieve census data from a database; and  
assembling the census data into the user information.
12. A method for billing an advertiser for on-line promotions, comprising the steps of:  
displaying a web page to a user, the web page having a plurality of fields for collecting user information;  
receiving the user information from the user;  
selecting an on-line promotion from an advertiser based on the user information;  
displaying the selected on-line promotion to the user; and  
billing the advertiser an amount based on at least one objective factor indicative of a success level of the on-line promotion.
13. The method of claim 12, wherein the at least one objective factor is a past performance indicator of a server hosting the web page.

14. The method of claim 12, wherein the at least one objective factor is an opt-in rate for similar promotions.
15. The method of claim 12, wherein the at least one objective factor is a confirmation e-mail open rate.
16. The method of claim 12, wherein the at least one objective factor is a maximum bounty set by the advertiser.
17. The method of claim 12, further comprising a step of validating the user information.
18. The method of claim 17, wherein the validating step includes the steps of:  
checking a user address against a postal service database; and  
checking a user telephone number against a telephone service provider database.
19. The method of claim 17, wherein the validating step includes the step of comparing user's age against a predefined age range.
20. The method of claim 17, wherein the validating step includes the step of checking user's e-mail address.
21. The method of claim 12, further comprising the step of formatting the user information.
22. The method of claim 12, further comprising the steps of:  
receiving from the user an indication from the user that the user desires to receive additional information from the advertiser; and  
sending a confirmation e-mail to the user.
23. The method of claim 12, further comprising the step of sending the user information to the advertiser.

24. The method of claim 12, further comprising the steps of :  
using a portion of the user information to retrieve additional user data from a record; and  
assembling the additional user data into the user information.
25. The method of claim 12, further comprising the step of, if a user has opted to receive additional information from an advertiser, requesting personal information from the user and receiving the personal information from the user.
26. The method of claim 12, further comprising the steps of:  
using a portion of the user information to retrieve census data from a database; and  
assembling the census data into the user information.
27. A method for billing an advertiser for on-line promotions, comprising the steps of:  
displaying a web page to a plurality of users, the web page having a plurality of fields for collecting user information;  
receiving the user information from each of the plurality of users;  
comparing the user information from each of the plurality of users to a set of criteria defined by an advertiser; and  
for each of the plurality of users whose user information matches the set of criteria defined by the advertiser,  
displaying an on-line promotion from the advertiser,  
providing the user information to the advertiser, and  
billing the advertiser an amount based on at least one objective factor indicative of a success level of the on-line promotion.
28. The method of claim 27, wherein the at least one objective factor is a past performance indicator of a server hosting the web page.
29. The method of claim 27, wherein the at least one objective factor is an opt-in rate for similar promotions.

30. The method of claim 27, wherein the at least one objective factor is a confirmation e-mail open rate.
31. The method of claim 27, wherein the at least one objective factor is a maximum bounty set by the advertiser.
32. The method of claim 27, further comprising a step of validating the user information.
33. The method of claim 32, wherein the validating step includes the steps of:  
checking a user address against a postal service database; and  
checking a user telephone number against a telephone service provider database.
34. The method of claim 32, wherein the validating step includes the step of comparing the user's age against a predefined age range.
35. The method of claim 32, wherein the validating step includes the step of checking the user's e-mail address.
36. The method of claim 27, further comprising the step of formatting the user information from each of the plurality of the users according to a predefined standard.
37. The method of claim 27, further comprising the steps of:  
receiving from the user to whom the on-line promotion is displayed an indication that the user desires to receive additional information from the advertiser; and  
sending a confirmation e-mail to the user.
38. The method of claim 27, further comprising the steps of :  
using a portion of the user information to retrieve additional user data from a record; and  
assembling the additional user data into the user information.

39. The method of claim 27, further comprising the step of, if a user has opted to receive additional information from an advertiser, requesting personal information from the user and receiving the personal information from the user.

40. The method of claim 27, further comprising the steps of:  
using a portion of the user information to retrieve census data from a database; and  
assembling the census data into the user information.

41. A method for presenting customized on-line promotions in an opt-in window, comprising the steps of:

receiving target information from an advertiser, the target information setting forth a set of criteria used to select a user from a plurality of users to receive a selected on-line promotion;

displaying a web page to the plurality of users, the web page having a plurality of fields for collecting user information;

receiving the user information from each of the plurality of the users;

comparing the user information from each of the plurality of the users to the set of criteria;

for each of the plurality of the users whose user information matches the set of criteria,

displaying an on-line promotion from the advertiser in an opt-in window, and

providing the user information to the advertiser; and

billing the advertiser an amount based on the type of user information provided to the advertiser and at least one objective factor indicative of a success level of the on-line promotion.

42. The method of claim 41, wherein the at least one objective factor is a past performance indicator of a server hosting the web page.

43. The method of claim 41, wherein the at least one objective factor is an opt-in rate for similar promotions.

44. The method of claim 41, wherein the at least one objective factor is a confirmation e-mail open rate.

45. The method of claim 41, wherein the at least one objective factor is a maximum bounty set by the advertiser.
46. The method of claim 41, further comprising a step of validating the user information.
47. The method of claim 46, wherein the validating step includes the steps of:  
checking a user address against a postal service database; and  
checking a user telephone number against a telephone service provider database.
48. The method of claim 46, wherein the validating step includes the step of comparing the user's age against a predefined age range.
49. The method of claim 46, wherein the validating step includes the step of checking the user's e-mail address.
50. The method of claim 41, further comprising the step of formatting the user information from each of the plurality of users according to a predefined standard.
51. The method of claim 41, further comprising the steps of:  
receiving from the user to whom the on-line promotion was displayed an indication that the user desires to receive additional information from the advertiser; and  
sending a confirmation e-mail to the user.
52. The method of claim 41, further comprising the steps of :  
using a portion of the user information to retrieve additional user data from a record; and  
assembling the additional user data into the user information.
53. The method of claim 41, further comprising the step of, if a user has opted to receive additional information from an advertiser, requesting personal information from the user and receiving the personal information from the user.

54. The method of claim 41, further comprising the steps of:  
using a portion of the user information to retrieve census data from a database; and  
assembling the census data into the user information.
55. A system for presenting a customized opt-in window to a user, the system having a server connected to a global computer network, the server comprising:  
a network interface in communication with the global computer network;  
a controller that is capable of communicating with the user on the global computer network, the controller also capable of selecting on-line promotions, according to a set of advertiser criteria, for display in the customized opt-in window communicated to the user;  
a user data validation unit capable of validating information received from the user including information indicating that the user has opted into at least one on-line promotion;  
an electronic mail handler capable of sending a confirmation e-mail to a user that has opted to at least one on-line promotion;  
a pricing calculator capable of generating pricing information to advertisers whose on-line promotions have been selected by at least one user, the pricing information being generated according to at least one objective factor indicative of a success level of the on-line promotions;  
and  
a data storage unit capable of storing the set of advertiser criteria.
56. The system of claim 55, wherein the data storage unit further stores a plurality of promotional records, each promotional record corresponding a promotional campaign.
57. A computer-readable medium on which is stored a computer program for presenting a customized opt-in window, the computer program comprising instructions which, when executed by a computer, perform the steps of:  
receiving target information from an advertiser, the target information setting forth a set of criteria used to select a user from a plurality of users to receive a selected on-line promotion;  
displaying a web page to the plurality of users, the web page having a plurality of fields for collecting user information;



receiving the user information from each of the plurality of the users;  
comparing the user information from each of the plurality of the users to the set of  
criteria; and

for each of the plurality of users whose user information matches the set of criteria,  
displaying an on-line promotion from the advertiser in an opt-in window.

58. The computer program of claim 57, further performing the step of validating the user  
information from each of the plurality of the users.

59. The computer program of claim 58, wherein the validating step includes the steps of:  
checking a user address against a postal service database; and  
checking a user telephone number against a telephone service provider database.

60. The computer program of claim 58, wherein the validating step includes the step of  
comparing the user's age against a predefined age range.

61. The computer program of claim 58, wherein the validating step includes the step of  
checking the user's e-mail address.

62. The computer program of claim 57, further performing the step of formatting the user  
information from each of the plurality of the users according to a predefined standard.

63. The computer program of claim 57, further performing the steps of:  
receiving at least one selection from a user who has opted to receive at least one selection  
from the opt-in window displayed to the user; and  
sending a confirmation e-mail to the user who has opted to receive at least one selection.

64. The computer program of claim 63, further performing the step of sending the user  
information of the user who has opted for at least one selection to the advertiser.

65. The computer program of claim 57, further performing the steps of :  
using a portion of the user information to retrieve additional user data from a record; and  
assembling the retrieved user data into the user information.
66. The computer program of claim 57, further performing the step of, if a user has opted to  
receive additional information from an advertiser, requesting user's personal information and  
receiving the user's personal information.
67. The computer program of claim 57, further performing the steps of:  
using part of the user information to retrieve census data from a database; and  
assembling the census data into the user information.